

SONY

DSC-W710/B

Cyber-shot Digital Camera W710

Snap frame-worthy pics and record YouTube-friendly HD videos effortlessly. This pocket-sized, 16.1MP shooter is ideal for everyday use, and has 5x optical zoom for gorgeous close-ups. What's more, you can edit your shots right in the camera. Adjust skin tones, smooth skin, widen eyes or even whiten teeth. Very convenient.



Key Features

16.1 Megapixel Plus 5x Zoom

A powerful 16.1 megapixel CCD image sensor helps you capture gorgeous images with superb contrast and clarity down to the finest detail. With 16.1 megapixels, you can create stunning, photo-quality prints up to A3+ (13x19") size, or crop your images and still come away with high resolution shots. The 5x zoom Sony® lens helps you get much closer to your subjects.

720p AVI Movie Mode

In 720p AVI movie mode the camera shoots 1280 x 720 high definition movies at 30 fps.¹ Create high quality movies with full use of optical zoom in files small enough to transfer to compatible PC or Mac® computer. Once transferred to your computer and connected to the internet, you can effortlessly upload your media to popular photo and video-sharing websites such as Photobucket® and YouTube™.

Picture Effect for more expressive photos

Picture Effect adds a new level of expression to photos, making ordinary landscapes and portraits come to life by heightening mood and emphasizing certain attributes.

Beauty Effects

Beauty Effects allows edits to skin tones, skin smoothing, shine removal, eye widening, and teeth whitening. Beauty Effects can be combined to further enhance the image.

Advanced Flash illuminates distant subjects

Advanced Flash allows you to shoot bright, beautifully lit photos. The built in flash reaches farther resulting in brighter subjects in dimly lit rooms or outdoors in the evening.

Sweep Panorama™ mode (up to 360°)

Reach beyond the traditional wide angle lens, and capture more breathtaking shots with Sweep Panorama™ mode. Simply press the shutter button and sweep the camera in the desired direction and the camera continuously shoots at a high speed, then seamlessly stitches the images together with automatic position adjustment to create one stunning panoramic image. Available in wide and up to 360° full circle, the camera can take a variety of panoramic shots. Now capturing wide landscapes is as easy as press and sweep.

SteadyShot™ Image Stabilization

SteadyShot® image stabilization compensates for camera shake and helps prevent blur through use of digital processing technologies.

Face Detection technology

Face Detection technology detects up to eight individual faces and adjusts focus, exposure, and white balance to help deliver crisp, properly lit images of family and friends.

Smile Shutter™ technology

Smile Shutter™ technology captures a smile the moment it happens. Simply press the Smile Shutter™ button and the camera does the rest. You can also select adult and child priority and indicate the degree of Smile Detection sensitivity. Intelligent Scene Recognition can now be used together with Smile Shutter™ mode when the Intelligent Auto mode is on. This means that beautiful smiles can be captured with settings optimized for the particular scene, even in difficult conditions such as twilight and backlighting.

2.7" (230K dots) Clear Photo™ LCD display

Generous 2.7" (230K dots) Clear Photo™ LCD display features sharp, natural color that makes it easy to compose shots, read menus, and view photos, even in bright sunlight.

Specifications

Camera	
Camera Type	Compact zoom digital camera
Imaging Sensor	
Imaging Sensor	1/2.3" Super HAD CCD Sensor
Pixel Gross	16.4MP
Effective Picture Resolution	16.1MP
Recording	
Media Type	optional "Memory Stick Duo" (No movie recording), optional "Memory Stick PRO Duo" (Mark 2 only for movie recording), optional "Memory Stick PRO-HG Duo", optional SD Memory Card (Class 4 or higher), optional SDHC Memory Card (Class 4 or higher)
Still Image Mode	JPEG
Still Image Max Effective Resolution	Approx. 16.1 Megapixels
Still Image Size 16:9	16:9 mode: 12M (4,608 x 2,592) / 2M (1,920 x 1,080)
Still Image Size 4:3	4:3 mode: 16M (4,608 x 3,456) / 10M(3,648 x 2,736) / 5M(2,592 x 1,944) / VGA
Panorama Still Image Size	360 (11,520 x 1,080) / Wide (7,152 x 1,080/4,912 x 1,920) / Standard (4,912 x 1,080/3,424 x 1,920)
Video Format	AVI (Motion JPEG)
Video Mode	1280x720 (1,280x720/30fps) / VGA (640x480/30fps) / QVGA (320x240/30fps)
Microphone/Speaker	Mono / mono
Optics/Lens	
Lens Type	Sony
Aperture	f 3.2 - 6.5
Optical Zoom	5x
Digital Zoom	20x
Smart Zoom® Technology	10M: Approx.6.3x /5M: Approx.8.8x / VGA: Approx.36x / 2M: (16:9) Approx12x)
Focal Length (35mm equivalent)	Still 4:3: 28-140mm / Movie 4:3: 28-140mm / Still 16:9: 30-150mm
Minimum Focus Distance	iAuto: AF (W:Approx.10cm(0.33') to Infinity, T: Approx.100cm (3.28') to Infinity) / Program Auto: AF (W:Approx.10cm(0.33') to Infinity, T: Approx. 100cm (3.28') to Infinity)
Viewfinder	
Type	None
LCD Display	
LCD Type	2.7" Clear Photo™ LCD (230K dots)
Brightness Control	5 (Bright) / 4 / 3 / 2 / 1 (Dark)
Grid Display	Yes (Off / On)
Focus Control	
AF Modes	Multi Point AF / Center Weighted AF / Tracking Focus / Face Tracking Focus
AF Illuminator	Auto / Off
Exposure System	
Metering Modes	Multi Pattern / Center Weighted / Spot
Exposure Compensation	Plus / Minus 2.0EV, 1 / 3EV step
Scene Mode(s)	High Sensitivity / Soft snap / Soft Skin / Landscape / Night Portrait / Night Scene / Gourmet / Beach / Snow /Pet mode
ISO	Auto / 100 / 200 / 400 / 800 / 1600 / 3200
White Balance Mode	Auto / Daylight / Cloudy / Fluorescent 1 (White Fluorescent Lighting) / Fluorescent 2 (Natural White Fluorescent Lighting) / Fluorescent 3 (Day White Fluorescent Lighting) / Incandescent / Flash



Drive System	
Self-timer	Off / 10sec. / 2sec. / portrait1 / portrait2
Shutter Speeds	iAuto (2" - 1/2000) / Program Auto (2" - 1/2000)
Burst Mode	Approx 1 fps at 16.1MP (Maximum 100 shots)
Flash	
Flash Modes	Auto / Flash On / Long Flash / Slow Synchro / Flash Off / Advanced Flash
Flash Coverage	ISO Auto: Approx.0.5m - 2.7m(Approx. 1 ft. 7 3/4 in. to 8 ft. 10 1/8 in.)(W) / Approx.0.5m - 1.2 m(1 ft. 7 3/4 in. to 3 ft. 11 in.)(T), ISO3200: up to Approx.5.5 m(Approx.18 ft.)(W) / Approx.2.5 m (8 ft. 2 in.)(T)
Convenience Features	
Red-Eye Reduction	Auto / On / Off
Erase/Protect	Erase: Single / Select / Folder, Protect: Single / Select
Power Save Mode	Standard / Max / Off
Advanced Features	
Sweep Panorama	Sweep Panorama / Sweep Panorama (360)
Face Detection	8 Faces
Smile Shutter™ technology	Yes
Image Stabilization	SteadyShot™ Image Stabilization
In-Camera Editing	Trimming / Red Eye Correction / Unsharp Masking
Intelligent Auto	Yes
Tracking Focus	Off / Auto
Priority Setting (for Face Detection)	(Auto / off)
Interface	
Memory Card Slot	MS Duo and SD/SDHC compatible
SD Output	Composite
USB Port(s)	Multi (AV/USB), Hi-Speed USB (USB2.0)
Weights and Measurements	
Dimensions (Approx.)	W x H x D: 3 7/8" x 2 1/4" x 13/16" (97mm x 55.1mm x 20mm)
Weight (Approx.)	4.0 oz. (114g)
Weight(Approx) (Main unit only)	3.5 oz. (98g)
Power	
Battery Type	LITHIUM ION NP-BN 3.6V
Battery Capacity	typical: 2.3Wh (630mAh), minimum: 2.2Wh (600mAh)
Power Consumption (in Operation)	Approx. 1.1W
Power Requirements	AC 100V to 240V, 50/60 Hz, 70mAh
Accessories	
Supplied Accessories	Battery (NP-BN) AC Adaptor (ACUP10C) Multi USB Cable Wrist Strap Instruction Manual

1. Records in 29 minute segments
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